Keywords for Today’s lesson

Define the following words mean? Relate them digital device where possible and give examples

1. **Log**
2. **Community**
3. **Informal**
4. **Social**
5. **Collaborate**
6. **Commentary**

Keywords for Today's lesson

Define the following words mean? Relate them digital device where possible and give examples

1. **Log** – a record of events
2. **Community –** a group of people having a particular interest in common.
3. **Informal –** Being in a relaxed, casual, friendly manner
4. **Social –** informally interacting with other people usually with common interests
5. **Collaborate** – work jointly on an activity or project
6. **Commentary** – an expression of opinions or offering of explanations about an event or situation

Online Communities

TOPIC 3 – ONLINE SYSTEMS

UNIT 1 – INFORMATION TECHNOLOGY SYSTEMS

FARHAN MUKADAM

Online Communities

People who use the internet to communicate over a shared interest.

You yourself are probably part of an online community.

About Any topic e.g. favourite tv show, book or sports team.

a variety of tools that these online communities use to communicate with each other.

Online Communities

1. Think of the many ways you use the internet to communicate a shared interest. – **1 min**

2. Pair up and discuss this with a partner **– 1 mins**

3. Share your answers with the class

Methods of Communicating

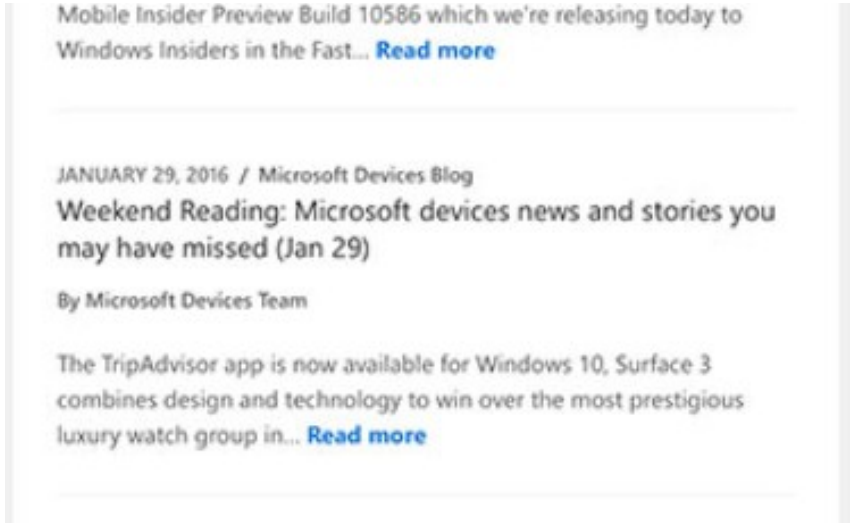
- Social Media
- Blogs, Microblogs & Vlogs
- Wikis
- Chatrooms
- Instant Messaging
- Podcasts
- Forums

Social Media

Any **digital** tool that allows users to quickly create and share content with the public

Easier for businesses, sports teams, etc. to share important information with their fans or customers.

It also makes it easy for the public to contact these businesses.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Blog, Vlogs & Microblogs

Short for ‘weblog’.

Regularly updated website normally written in an informal style.

Used for sharing news and commentary on topics of interests.

Vlogs are a video form of blogging (a Video Log)

Microblogs are a type of blog designed for short text messages

Wikis

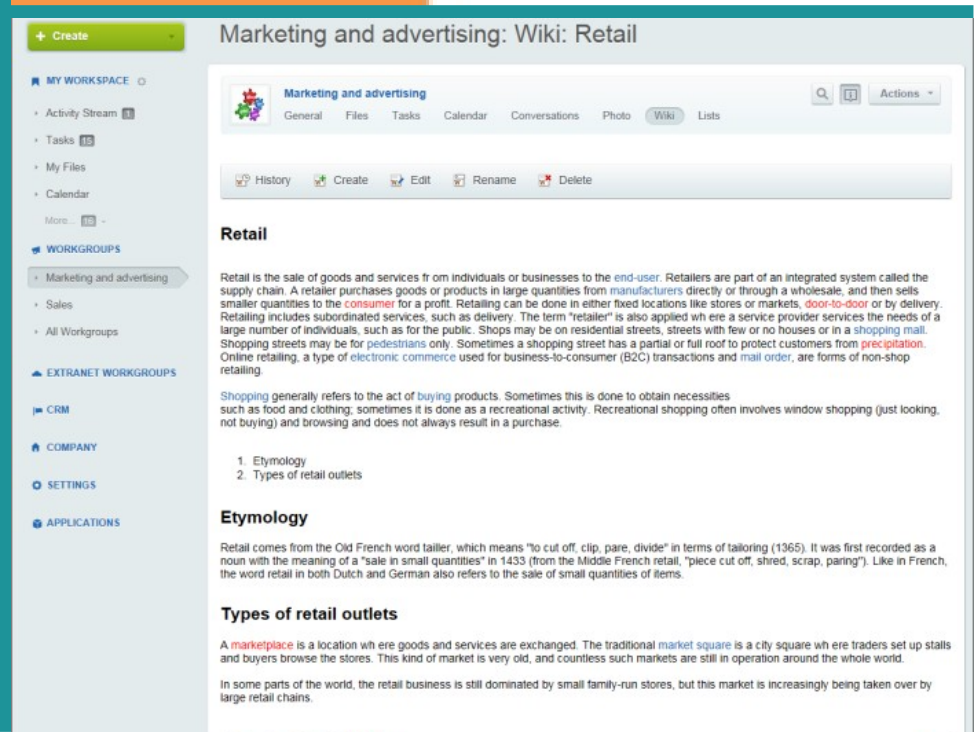
A website where the content is created by a community of users.

Users collaborate to add/edit content

Ensure the most accurate and up-to-date information is available.

However, you have to be careful and check sources to ensure the information is correct.

REMEMBER!!! Wiki is NOT short for Wikipedia


Create
Marketing and advertising: Wiki: Retail
MY WORKSPACE
Activity Stream
Tasks
My Files
Calendar
WORKGROUPS
Marketing and advertising
Sales
All Workgroups
EXTRANET WORKGROUPS
CRM
COMPANY
SETTINGS
APPLICATIONS
Marketing and advertising
General
Files
Tasks
Calendar
Conversations
Photo
Wiki
Lists
Actions
History
Create
Edit
Rename
Delete
Retail
Retail is the sale of goods and services fr om individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. Retailing includes subordinated services, such as delivery. The term "retailer" is also applied wh ere a service provider services the needs of a large number of individuals, such as for the public. Shops may be on residential streets, streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.
Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.
1. Etymology
2. Types of retail outlets
Etymology
Retail comes from the Old French word tailler, which means "to cut off, clip, pare, divide" in terms of tailoring (1365). It was first recorded as a noun with the meaning of a "sale in small quantities" in 1433 (from the Middle French retail, "piece cut off, shred, scrap, paring"). Like in French, the word retail in both Dutch and German also refers to the sale of small quantities of items.
Types of retail outlets
A marketplace is a location wh ere goods and services are exchanged. The traditional market square is a city square wh ere traders set up stalls and buyers browse the stores. This kind of market is very old, and countless such markets are still in operation around the whole world.
In some parts of the world, the retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains.

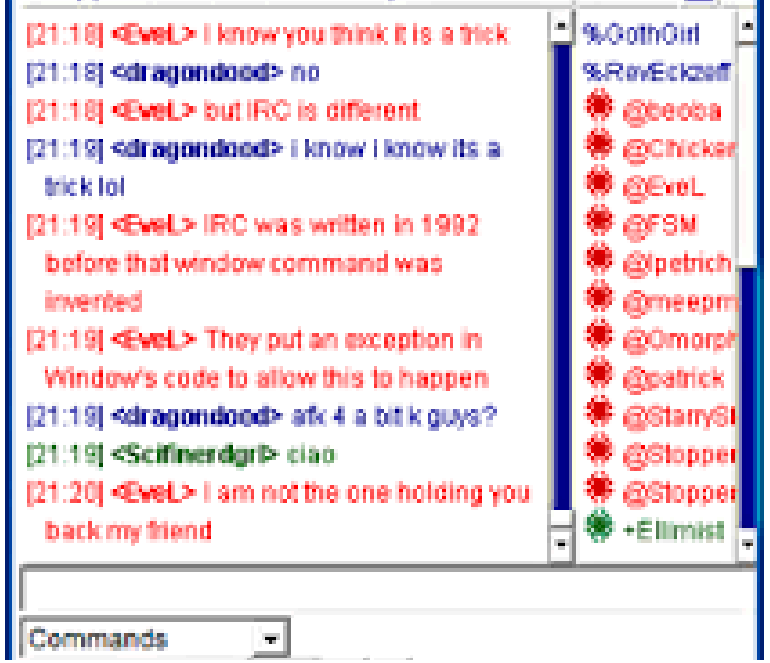
Chatrooms

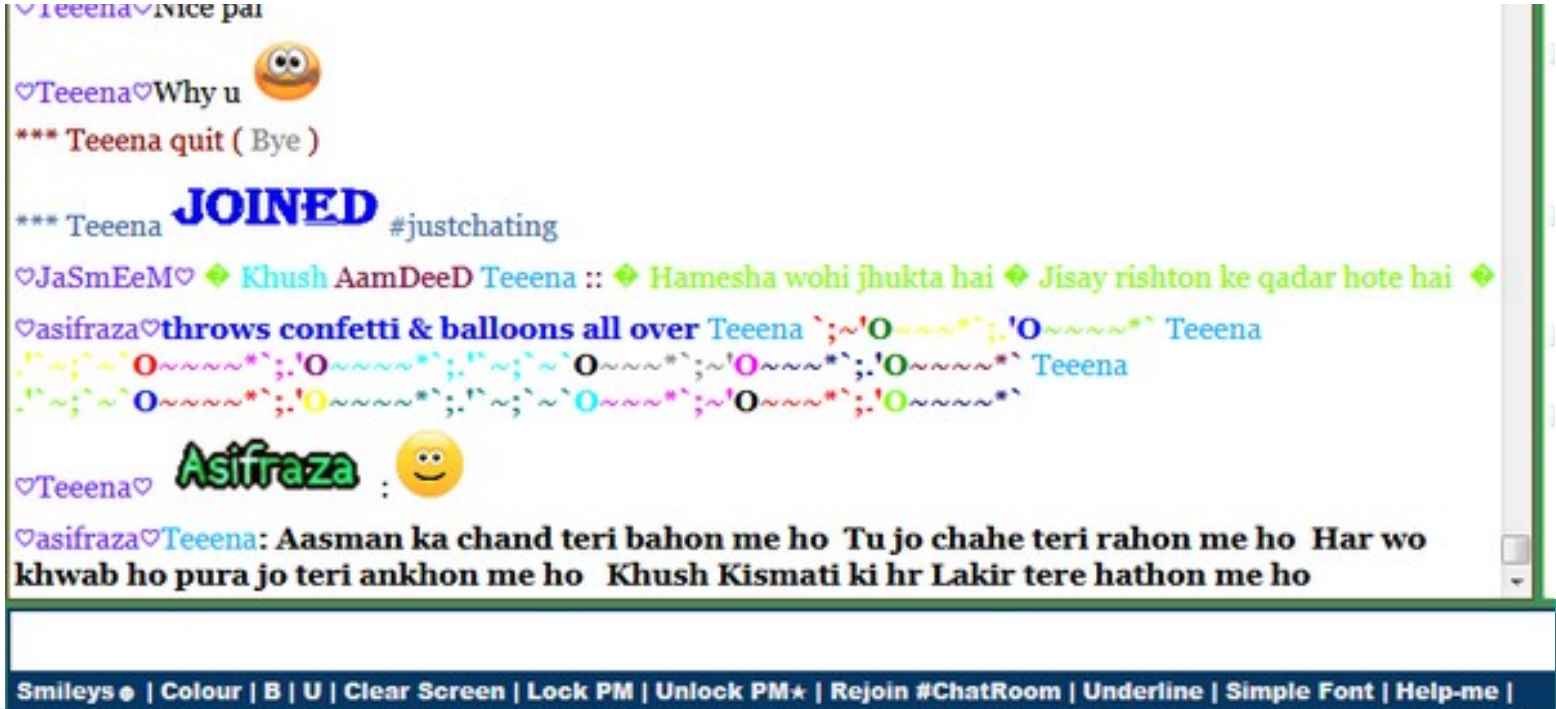
Websites that allow communication via short text messages on a shared topic of interest.

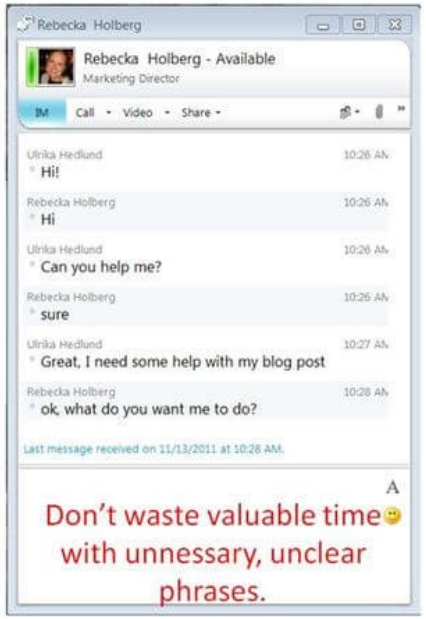
Text-based conversations

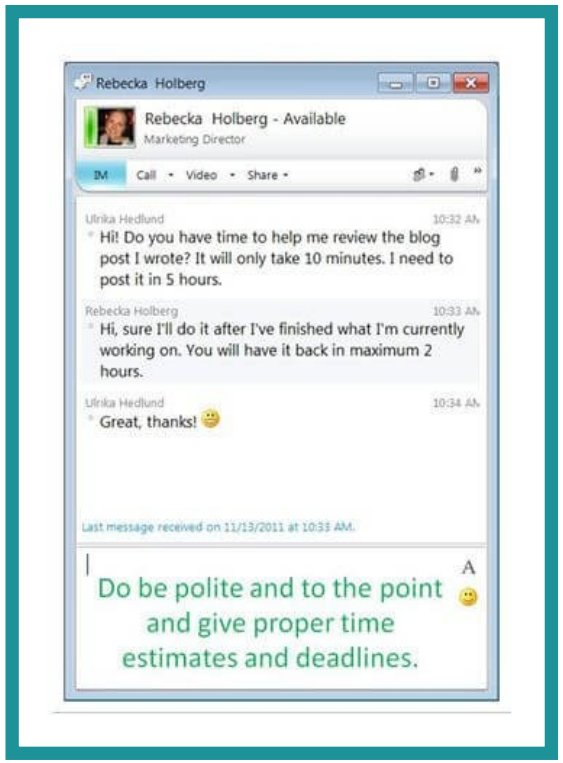
Not as popular now as they once were

You have to be careful when viewing the content.


[21:18] <EveL> I know you think it is a trick
[21:18] <dragondood> no
[21:18] <EveL> but IRC is different
[21:18] <dragondood> I know I know its a trick lol
[21:19] <EveL> IRC was written in 1992 before that window command was invented
[21:19] <EveL> They put an exception in Window's code to allow this to happen
[21:19] <dragondood> afk 4 a bit k guys?
[21:19] <Sciffnerdgrl> ciao
[21:20] <EveL> I am not the one holding you back my friend
%GothGirl
@beoba
@EveL
@FSM
@petrich
@patrick
+Elimist
Commands


♡Teeena♡Why u
*** Teeena quit (Bye)
*** Teeena JOINED #justchating
♡JaSmEeM♡ ◆ Khush AamDeeD Teeena :: ◆ Hamesha wohi jhukta hai ◆ Jisay rishton ke qadar hote hai ◆
♡asifraza♡throws confetti & balloons all over Teeena
Teeena
Teeena
♡Teeena♡ Asifraza :
♡asifraza♡Teeena: Aasman ka chand teri bahon me ho Tu jo chahe teri rahon me ho Har wo khwab ho pura jo teri ankhon me ho Khush Kismati ki hr Lakir tere hathon me ho
Smileys | Colour | B | U | Clear Screen | Lock PM | Unlock PM | Rejoin #ChatRoom | Underline | Simple Font | Help-me |




Rebecka Holberg
Rebecka Holberg - Available
Marketing Director
IM
Call
Video
Share
Ulrika Hedlund 10:32 AM
Hi! Do you have time to help me review the blog post I wrote? It will only take 10 minutes. I need to post it in 5 hours.
Rebecka Holberg 10:33 AM
Hi, sure I'll do it after I've finished what I'm currently working on. You will have it back in maximum 2 hours.
Ulrika Hedlund 10:34 AM
Great, thanks!
Last message received on 11/13/2011 at 10:33 AM.
Do be polite and to the point and give proper time estimates and deadlines.

Instant Messaging

Very similar to chat rooms.

Both used to have real-time, text-based conversations over the internet.

IMs are private to all users of the site compared to chatrooms

Started to replace mobile phone SMS messaging

You can also attach hyperlinks and files

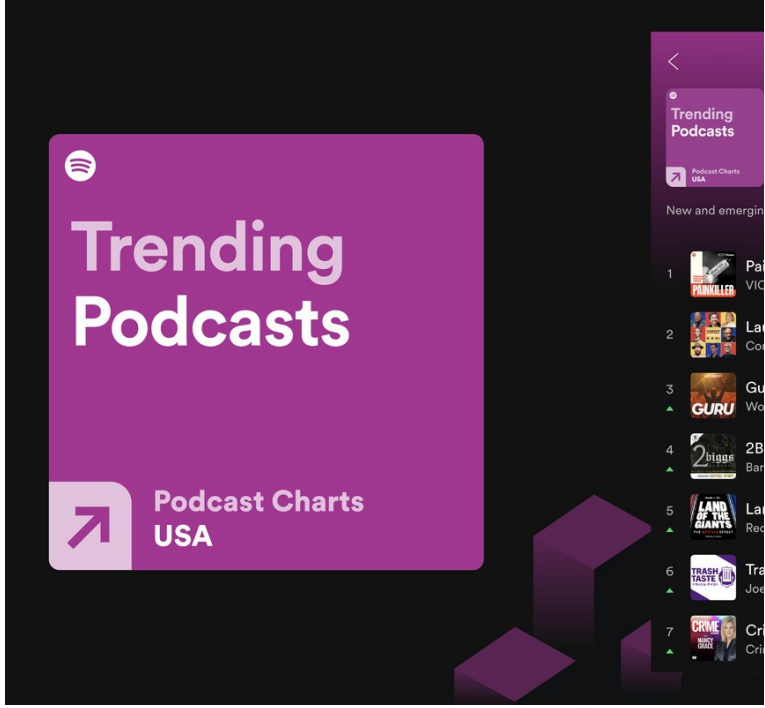
Podcasts

An audio file that is shared over the internet.

Normally released in regular weekly episodes

Alternative to text based

More accessible to someone with a visual impairment and during activities



Forum

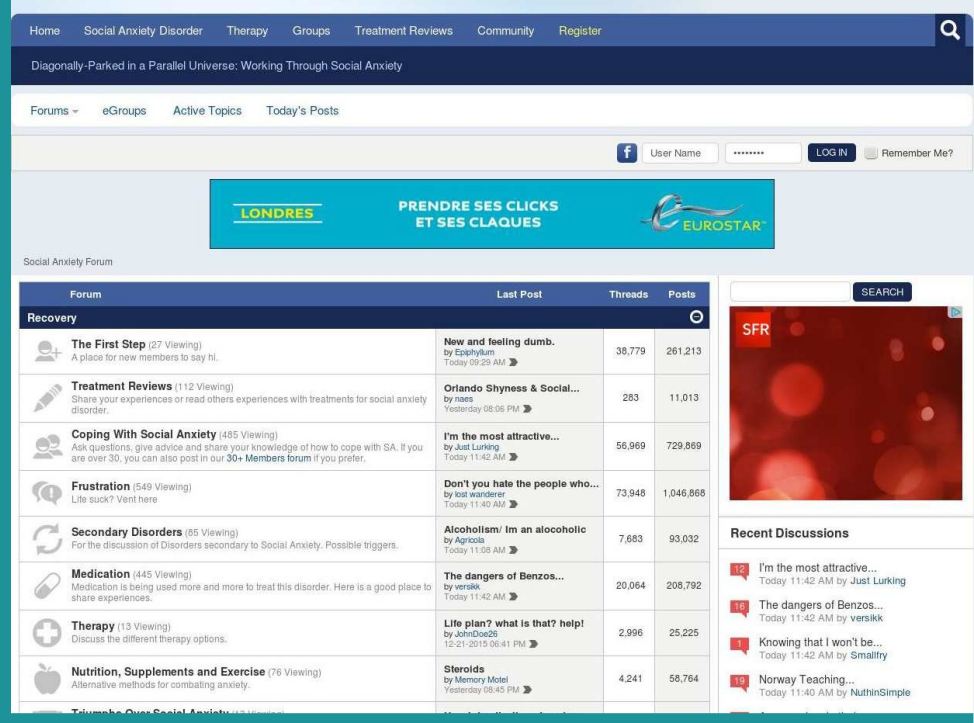
Website where users can post messages

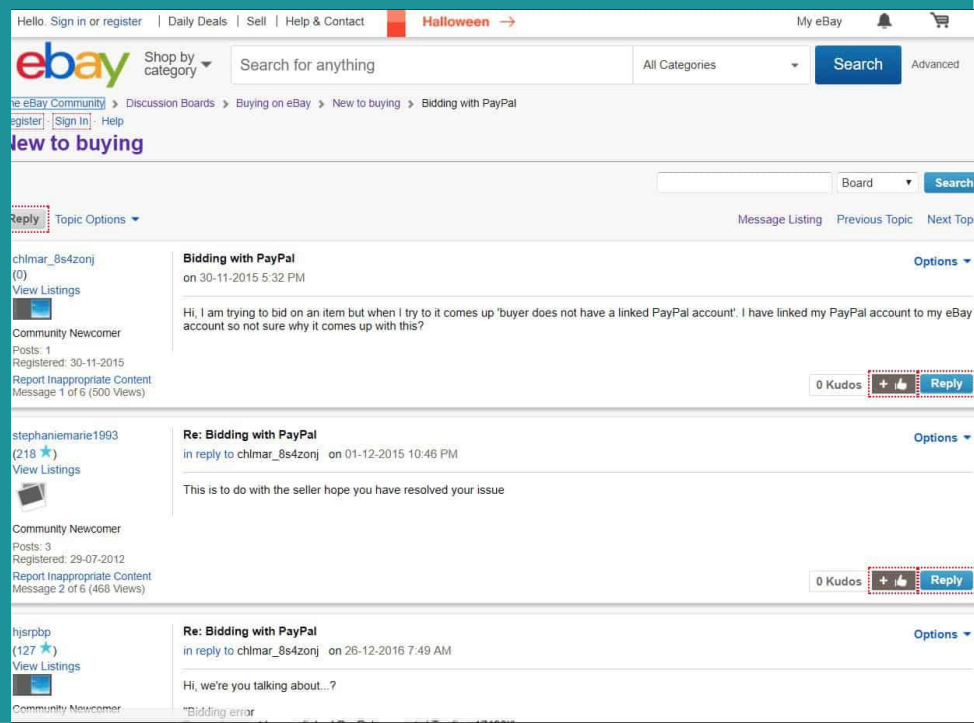
Get responses from other forum users to take part in a discussion.

Also referred to as message boards.

Like chat rooms, but not instant

Usually maintained by a community of volunteer moderators.





Notes Activity – 20 mins

1. Look through the PowerPoint on Online Communities

2. Add **additional** notes for each online community**- 2 Bullet Points minimum**

3. Add **1 additional advantage** and **1 disadvantage** for each Online Community

Social Media

It is extremely likely that you regularly use social media websites. Facebook is the most well known of these, with nearly 2 billion users. There are many other examples though, such as Google+ and LinkedIn.

Nearly every sports team, celebrity, tv show, film, book, musician & business you think of has its own social media page that users can follow and comment on along with others who share in a common interest. Your school probably has it’s own social media page for this.

This makes it really easy for businesses, sports teams, etc. to share important information with their fans or customers. It also makes it easy for the public to contact these businesses.

Social Media - Activity

Using your preferred social media channel, find a page dedicated to a topic of interest.

What is this page used for?

Does it share related news?

Taking part in discussions and opinions?

Blog, Vlogs & Microblogs

A blog is a ‘weblog’. It is a regularly updated website normally written in an informal style. They’re often used by people to share news and commentary on topics of interests.

Microblogs are a type of blog designed for short text messages (known as microposts). Twitter is a very famous example of a microblog, Tumblr is another example.

Vlogs are a video form of blogging (a Video Log). Here users post videos of themselves, often for sharing news and opinion on a topic of interest. YouTube is very commonly used for Vlogging.

All of these platforms don’t just allow users to offer their commentary to their audience. Users can comment on posts or videos to take up a discussion with the poster, or fellow commenters.

All three of these have become a source of income for many people. Expert bloggers who build a large audience get paid for advertising on their blog sites or videos.

Blog, Vlogs & Microblogs - Activity

Using a search engine to find a blog for your favourite tv show, sports team, or movie.

What type of information is shared on this blog?

How can you interact with it?

Wikis

This is a website where the content is created by a community of users. These users collaborate together to add new content as well as to edit each other’s content to ensure the most accurate and up-to-date information is available.

The most well-known example of this is Wikipedia. This is an online encyclopaedia where members of the site can add new entries and edit existing entries. There are many other Wikis out there though. Most tv shows, films and video games have dedicated Wikis maintained by an online community of users who share an interest in that tv show, film or video game.

Because a large group of enthusiasts work together to update the site and check each other’s work, this makes Wikis one of the very best places to find information on a topic that you are interested in. However, you have to be careful and check sources to ensure the information is correct.

Wikis- Activity

Why is it important to check sources when getting information from a Wiki?

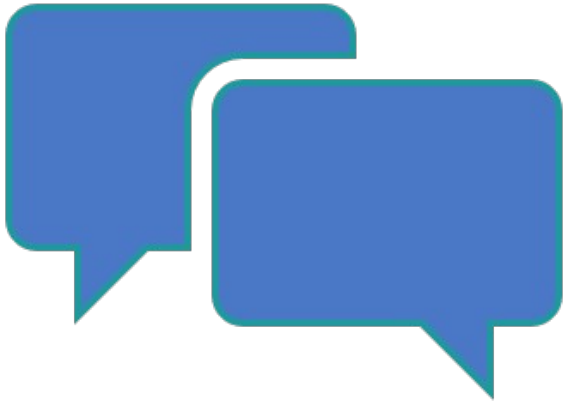
Why might the information be incorrect?

Chatrooms

Chatrooms are websites that allow for online communities to communicate via short text messages on a shared topic of interest. These text-based conversations happen in real-time with messages appearing on the page so other members of the online community can read the messages and respond to them.

Chatrooms are not as popular now as they once were. ICQ used to be extremely popular for taking part in open chats with others who have a shared interest. This is certainly much more rarely used now, but if you search for chatrooms on a very popular film, you'll probably still find chatrooms around.

There is no better way of communicating with others with a shared interest that is so real-time and with a wide group of people. You have to be careful when viewing the content though, as the real-time nature prevents filtering and inappropriate content can be shared.



Chatrooms- Activity

Why do you think that chatrooms are so much more rarely used nowadays?

What technologies have replaced them?

Instant Messaging

Instant messaging is very similar to chat rooms. They’re both used to have real-time, text-based conversations over the internet.

The difference being that chat room conversations are public to all users of the site, whereas instant messaging is designed to be a private conversation between two people, or a small group. This means that they are a more private way of communicating but is only useful for a small online community.

You probably use instant messaging services all the time. Whatsapp and Facebook Messenger are well known and popular examples of instant messaging apps that are commonly used.

These have even started to replace mobile phone SMS messaging as they’re usually completely free to send messages. You can also attach hyperlinks and files, such as images, to the messages along with the text.

Instant Messaging - Activity

Do you use any instant messaging services?

Do you have any regularly used chat groups?

What is the benefit of using this method for chatting with these groups, as opposed to a Facebook group?

Podcasts

A podcast is an audio file that is shared over the internet. It can also sometimes include video. They're normally released in regular weekly episodes, giving you the latest news and opinion on the topic of the podcast.

Using services like iTunes you can download podcasts to your MP3 playing device on almost any topic of interest you can think of. You can then listen to them while you are on the go.

This is an excellent alternative to the text-based methods for communicating with online communities that we have looked at in this section. They are obviously much more accessible to someone with a visual impairment and can also be used while performing other activities, such as driving or exercising.

This is a much more one-direction form of an online community though as you don't have the ability to respond to the information being shared on the podcast, such as by making a comment.

Podcast-Activity

Do a search for podcasts on a topic of interest you have.

What might appeal to you about podcasts over the other forms of online community?

Forum

An internet forum is a website where users can post messages which can then be responded to by other forum users to take part in a discussion. We also refer to forums as message boards.

A very famous example of a forum is Reddit. If you visit Reddit you will find dedicated forums for almost any topic you can think of. This allows you to take part in an online community based on any interest you have.

Forums are quite similar to chat rooms, but differ for two main reasons. The first is that the messages are usually longer in forums than in chatrooms. The second reason is that forums are not designed for real-time conversations. Rather a post is made and has it’s own discussion thread which someone can reply to much later.

Forums are usually maintained by a community of volunteer moderators. If the moderators are not active this can lead to forums being filled with inappropriate content. Conversely, moderators can be overzealous in their moderation which makes some feel that their freedom of speech is being restricted.

Forum-Activity

Do you visit any forums?

What do you think the benefit to the forum is over using a chatroom?

Online Communities- Summary

Social Media websites, such as Facebook, allow you to visit (or Like) pages dedicated to topics of interest.

Blogs & Microblogs are websites where you can write posts about news and opinion on a topic of interest. Vlogs are similar but are done in video form, rather than written posts.

Wikis are a website where the content is created by a community of users who share a common interest.

Chatrooms are websites that allow for online communities to communicate via short text messages on a shared topic of interest.

Instant Messaging allows you to have a text-based, real-time conversation between two people, or a small group.

Podcasts are audio or video files that are shared over the internet to share information on a particular topic.

Forums are websites where users can post messages which can then be responded to by other forum users to take part in a discussion.